



MEDIA ADVISORY:
Near Northwest Neighborhood, Inc. (NNN)

FOR RELEASE: Immediately
Monday, July 17, 2007

NNN Bike Patrol sponsoring Bike Rodeo

The Near Northwest Neighborhood, Inc. (NNN) is excited to announce the recent start of a community-oriented policing pilot program called the **NNN Bike Patrols**. Community-oriented policing is based on the idea that community support and involvement with the police can help to prevent crimes, reduce residents' fear of crime and solve neighborhood problems. By working together, the NNN Bike Patrol Officers and residents will build relationships with one another, creating an environment where both are seen as members of the community where they live and work.

The NNN Bike Patrol program will involve bicycle and foot patrols a minimum of three days a week and monthly communication with the NNN Safety Committee. Through this program a group of six veteran South Bend Police Department Officers will work over 300 hours in the near northwest neighborhood, helping to solve problems and address crime within the neighborhood. They will work to provide practical solutions to issues by utilizing SBPD resources and their community contacts. In addition, this pilot program will also help with the efficient delivery of police services by assessing the needs of the public, and translating the needs into police services and programs.

Officers have already begun to see opportunities for positive police interaction and programming to better educate neighbors as they bike in the community. The officers have noticed the need to educate the youth on bike safety. As such, the NNN Bike Patrol is sponsoring the **Bike Rodeo** to be held **Wednesday, July 18, 2007 from 3-5 pm in the NNN parking lot**, located at the corner of Portage and California.

At this event, youth will learn bike safety rules and other useful safety tips, have access to the Read Mobile, ride through an obstacle course, and take a short ride through the neighborhood to put their newly learned skills to the test. The Bike Rodeo is open to youth from ages of 3 and up (it is never too early to learn to bike safety). Youth should bring a bicycle (or tricycle), helmet, and a parent or guardian with them to the event.

As a continued effort to encourage youth to read and safely ride their bikes over the summer, the NNN Bike Patrol Officers will start a Read to Ride Club. Youth are asked to use the Read Mobile while it is in locations within the neighborhood to check out books for leisure reading. Those who read books throughout the summer will have an opportunity to win a new bicycle or helmet!

Also, youth who participate in the Read to Ride Club will have the chance to take bike rides with police officers through the neighborhood and along the soon to be open Riverside Trail. South Bend Police Officers will be volunteering their time to ride with the youth, proving that they are a part of the community and wish to be positive role models for our youth.

The **NNN Bike Patrols** are sponsored by the Near Northwest Neighborhood, Inc., a non-profit community development corporation that is dedicated to the preservation and revitalization of the near northwest neighborhood.

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